PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Susan Bailey DATE: June 28, 1991

FROM: Jeanne Bonhomme JB

SUBJECT: Gateway Program Quantitative Research

Now that the qualitative research among Service Providers and Tutors is completed, we're turning our attention to developing a survey instrument to quantitatively assess the Gateway Program. To accomplish this, we need your assistance in providing the following:

- The number who called the MCOL to be to tutored by month
- The number who called the MCOL as a volunteer by month
- The number of tutors who received Gateway Books
- The number of tutors who completed training
- The number of tutors who were referred to Service Providers
- The number of tutors who went on to tutor new learners upon completion of the program with previous learner

For the primary research portion of this project, I will need a listing of the following information for each learner who called the MCOL beginning Jan 1, 1991 through April 30, 1991.

Name
Address
Day Phone Number
Another Phone Number where can be reached
Service Provider (if available/assigned)

If compiling this information presents a problem, we can work with individual duplicate copies of the learner referral forms.

/mc
cc: W. Greenfield
C. Levy
M. Taylor

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Source: https://www.industrydocuments.ucsf.edu/docs/kpmj0004